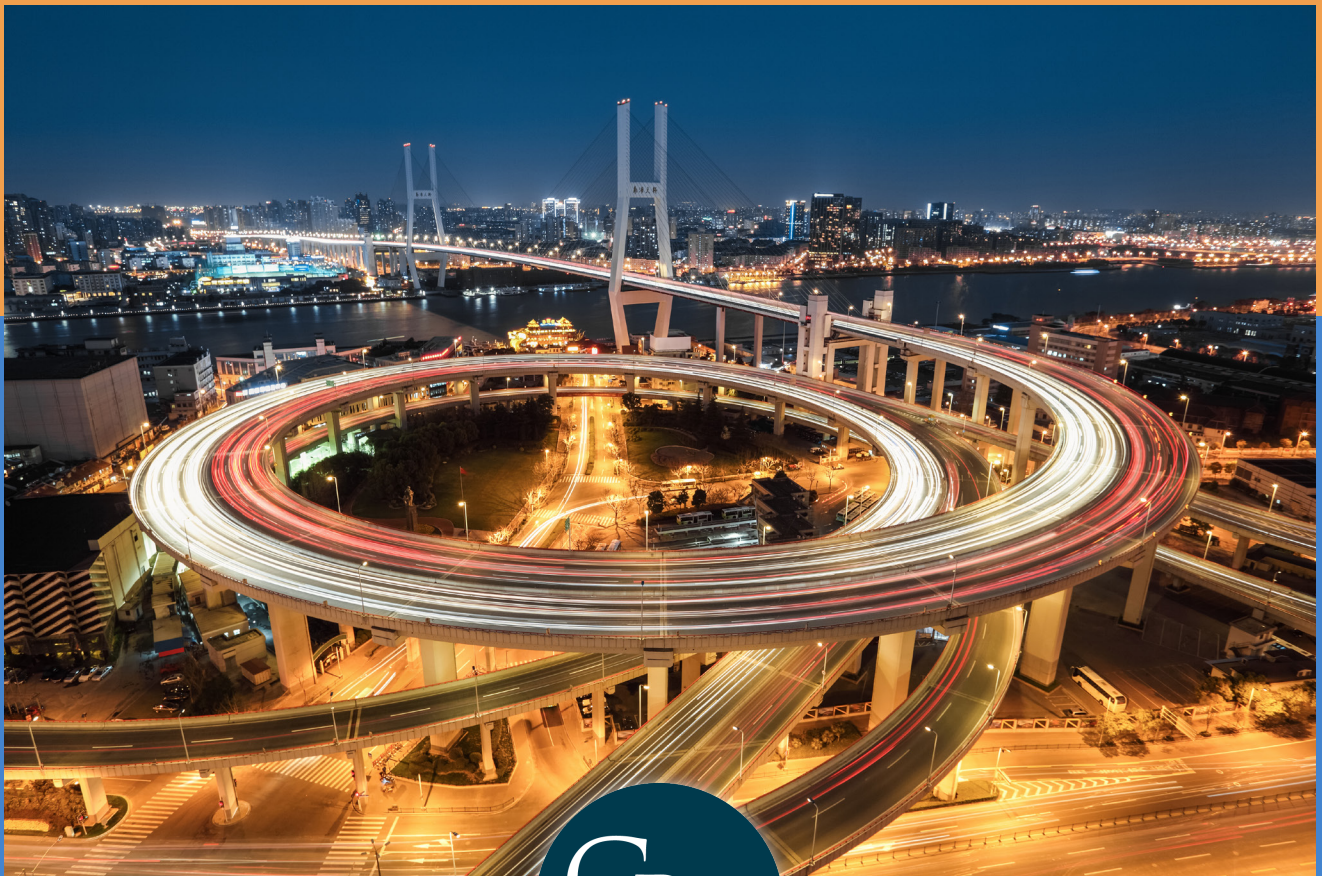


CAREER RESUME
CONSULTING

NETWORKING SUPERHIGHWAY



Take Control of Your Career. Get Paid What You're Worth.

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Who? How?

Frustrated?

You're Not Alone.

One of the most frustrating and challenging experiences during the job searching process is not knowing *who* to reach out to — and *how* — in order to successfully tap into the unadvertised “hidden job market” of positions that exist outside of the publicly-posted job market. You could:



- A) Send your application and resume to Human Resources and be included in a sea of resumes never breaking through the immense stack of other resumes (*representing hundreds of other candidates with their hands in the air, shouting “me too, me too!”*); OR
- B) Spend countless hours researching potential contacts within a small number of target companies and trying to develop a relationship with them, but ultimately only increasing your level of frustration based on a lot of trial and error.

What most six-figure job seekers end up doing is spending their days and valuable time checking job boards and applying for online positions well beneath their qualifications and expected compensation level (most high-paying jobs are not listed on job boards). There may be some exceptions, but chances are your efforts usually end up the same: You speak with someone who really doesn't understand your abilities and accomplishments — and who is *not* in a position to make hiring decisions on your behalf.

Before contacting and meeting with the Career Resume Consulting team, there are many frustrations our customers have similarly encountered while searching for new positions. We hear the following on a regular basis — and history suggests you likely relate and could probably add a few items to this list:

Common Frustrations Among Six-Figure Job Seekers:

- Advanced age or experience • Extensive time with one company or industry
- Skills are too specialized or generalized • Frequent job changes
- Employment gaps • Currently unemployed (or have been for a while)
- Previous job titles are not as impressive as actual roles and responsibilities
- Current resume fails to reflect career growth and progression



To be successful, you need to get your information in front of the right **DECISION MAKERS**

What you ultimately need is a **proven method for reaching out to the right decision makers, coupled with an authentic way of initiating a dialogue with these individuals to create a great first — and lasting — impression** (*remember you never get a second chance to create a great first impression!*)

Connecting with the right decision maker(s) may require multiple conversations with companies you have personally identified as an excellent fit. The decision makers should consist of *targeted* contacts who are likely to be your direct managers and have the authority to create new positions or fill a need that has already been identified but not yet posted publicly or shared with a recruiter.

Recent studies indicate that 80-90 percent of six-figure and multiple six-figure opportunities never get posted publicly, hence the term “hidden job market.”

Welcome to the Networking Superhighway

Career Resume Consulting offers a unique 8-week “Networking Superhighway” program designed to alleviate most of the road blocks associated with finding a new position. We further help you to source, make contact with and obtain responses from the *right* individuals who can make timely hiring decisions during your job search.


Using the latest available technology (developed in 2018), the CRC team:

- **Puts you in the driver’s seat of contacting literally dozens of potential decision makers each day**, almost on auto-pilot, in a way that is compelling and achieves actual conversations with these employers and recruiters.
- **Guides you on exactly what to say when you have conversations with these highly-targeted contacts**, so that they are considering the opportunity of bringing you on board.
- **Personally coaches you on how to nurture networking relationships** and move the potential hiring managers through an actual hiring process.

Your new network will include an exclusive group of decision makers in multiple industries. We also assist you in developing hundreds (*or even thousands*) of 1st level LinkedIn connections with professionals who are often able to create new roles for well-qualified candidates (*a surprising number of CRC clients accept jobs that previously haven’t existed*). These 1st level connections will be among your valuable contacts for the rest of your career, providing additional advancement opportunities as you progress in experience and skill levels.

When paired with the Executive Branding program, the Networking Superhighway will:

- 1** **Get you more responses** from the employers you contact.
- 2** **Personally teach you how to communicate directly with potential hiring managers** through rarely-used methods of contact, enabling you to stand out from the crowd.
- 3** **Expand your marketability in multiple industries** by providing you with an exclusive network of high-ranking industry-specific contacts. These hundreds of contacts, even if many can't provide an immediate position, will be impressed by you and will stay in your network for the remainder of your career.
- 4** **Support in sourcing the right companies** in a variety of industries that have the potential to increase your income, recognize your expertise and provide a better fit for you.
- 5** **Facilitate locating hard-to-find companies in a specific geographic location or city.** There are usually hundreds, if not thousands, of companies that are doing well in your metro area, but that aren't in the business journals and tend to stay under the radar outside of their industries. Usually these are companies that you, and nearly all, executive job seekers don't know exist.
- 6** **Assist you in finding growing industries** where there is abundant room to expand your role in a company positioned for growth.



The CRC team will work with you one-on-one to determine the industries you are most interested in, the appropriate contacts to develop a dialogue with and a method of communicating that is unique to your career search and will keep you top-of-mind long after your initial conversations.



Create Your Perfect Position

Engage in Meaningful Conversations with Hundreds of Decision Makers

Using the latest technology to make the process quick and mostly automated, you reach out to hundreds of potential decision makers each week, up to hundreds a day, with a good percentage of them accepting your request to start a conversation because of your impressive online presence and our proprietary verbiage in the connection request. Then, in response to a personalized message we create for you to follow up with these new connections, a percentage of the decision makers will ask to speak with you to learn more about your credentials and explore your interest in joining their organization.

The conversations center around the specific needs of each company and your strengths to help fill those needs. In many instances, decision makers have described CRC clients as an “answer to their prayers” based on great timing, relevant experience and immediate availability to benefit the company.

You Are Not Alone: CRC Will Assist In Your Job Search

The CRC team behind the Networking Superhighway program provides 8 weeks of hands-on training and support, putting you directly in contact with decision makers. You will likely be up to speed much faster – in fact, you could be talking to potential hiring managers within your first week of access to this program (*most of our clients have found this to be true!*)

Your personalized training includes:

- Learning effective communication tactics targeted to the leads we help you source.
- How to source decision makers on LinkedIn and communicating to increase your response rate.
- Online resources listing companies in the industries of your choice (based on your search criteria)
- How to source and reach out to the top executive recruiters, both industry- and function-specific, as well as general executive recruiters from the top global search firms.
- Support from CRC's professionally-trained Executive Search Coaches throughout the 8-week process. You will be paired with a coach to work with you one-on-one.
- Access to the CRC research team to assist you, as needed, plus senior staff to support your strategy needs.



Learn Strategies and Tactics Applicable Throughout Your Career

The strategies and tactics you gain from the Networking Superhighway program are applicable to job searching in any industry, anywhere in the world, at any level and for any function (sales, finance, IT and operations, among others). We provide and teach you a lifetime skill that will allow you to keep your options open and will benefit you throughout your career.

Taking control of your career can mean the difference of tens of thousands — if not hundreds of thousands — of dollars, annually and throughout your lifetime. The next eight weeks could completely change the trajectory of your career and its benefits to you and your family.

Your time is valuable and we don't want you to waste it. Learn how to connect with the right people to find a position you love with a company that respects you and pays what you are worth.

PLEASE NOTE:

In the Networking Superhighway program, we work diligently to find you the latest applications to use to your benefit in your career search, and this program uses the most advanced technology we could find on the market. **While many of the databases and applications we teach you to use are completely free, there are two applications that currently cost \$30 to \$80 per month that we will recommend you use. We are not affiliated with either of these applications and are not compensated for recommending them, but we do advise subscribing to one or both applications to get the full benefit of technology and to maximize your results.** These programs will allow you to hyperdrive your networking into “Mach 10” status and will likely save you months of searching.

Also note that this program is specifically designed to be used after engaging in CRC's Executive Branding program. Attempting to reach out to the right decision makers without an exemplary, world-class personal brand will most definitely make your initial impression fall flat and hinder the effectiveness of the Networking Superhighway program. If you are willing to invest in managing how others perceive you professionally, then the powerful “one-two punch” of the branding program combined with the Networking Superhighway will pay off quickly with a massive return on your investment.





CAREER RESUME CONSULTING

INITIAL RESULTS of the Networking Superhighway program have been absolutely incredible in the first 18 months since launching the program. Here is a breakdown of what CRC clients have experienced:

- As of August 2019, CRC has enrolled 72 clients since the launch of the program in April 2018 *(so please be aware that these reported results are still anecdotal)*.
- Every one of the 72 clients has had a phone call scheduled with a potential decision maker within the first week of using the Networking Superhighway program.
- The acceptance rate of connection requests in LinkedIn has averaged a minimum of 30%, with some clients receiving up to a 90% acceptance rate.
- The maximum number of connection requests per day is limited to 800, but we recommend a maximum of 500. For clients sending 500 connection requests per day, this means they are receiving hundreds of new 1st level connections on LinkedIn including decision makers, executive recruiters, VC and PE firm partners and Board Members/Directors.
- Clients are generally receiving anywhere from 2-22 call requests per week from these decision makers. Many of our clients are busy with full-time positions, and therefore choose to take less calls than if they were unemployed. The entire system can work at your pace.
- For clients using the Networking Superhighway methodology, 36% received their optimal job offer within 12 weeks and 64% received their new job within 3 to 8 months. Approximately half of these candidates were searching for Director/VP roles and the other half obtained C-Suite positions. *(*keep in mind that some current clients have been working this system for less than 8 weeks)*
- We're excited to add your successes to this list. Contact CRC to get started today!